



ORIGINALY FILED  
1/14/03

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Anthony D. Estes  
Serial No. : 09/353,896  
Filed : July 16, 1999  
Title : DIRECT RESPONSE E-MAIL

Art Unit : 2765  
Examiner : Geoffrey Akers, Ph. D.

Commissioner for Patents  
Washington, D.C. 20231

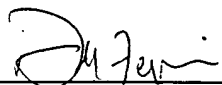
SUPPLEMENTAL INFORMATION DISCLOSURE STATEMENT

Applicant submits the references listed on the attached form PTO-1449, copies of which are enclosed.

This statement is being filed after a first Office action on the merits, but before receipt of a final Office action or a Notice of Allowance. A check for \$180 in payment of the late submission fee of \$1.17(p) is enclosed. Please apply any other charges or credits to Deposit Account No. 06-1050, reference 10246-007001.

Respectfully submitted,

Date: 12/05/01

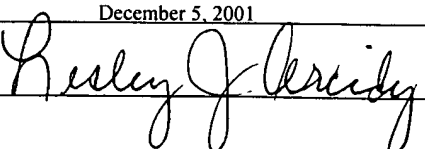
  
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CERTIFICATE OF MAILING BY FIRST CLASS MAIL

I hereby certify under 37 CFR §1.8(a) that this correspondence is being deposited with the United States Postal Service as first class mail with sufficient postage on the date indicated below and is addressed to the Commissioner for Patents, Washington, D.C. 20231.

December 5, 2001  
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Signature  
Lesley J. Arcidy  
Typed or Printed Name of Person Signing Certificate

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Attorney's Docket No.: 10246-007001

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SUPPLEMENTAL INFORMATION DISCLOSURE STATEMENT

Applicant is aware that, before the filing date of this patent application, each of the following was known or done:

1. The use of email direct mail promotion targeted at specific audiences,
2. Setting up an outbound email in which the response mode is to click on a URL,
3. Having a recipient of an outbound email type a response at the top of an e-mail message,
4. An outbound email message that included brackets with instructions to the recipient to type an x in the brackets to indicate a choice of a product with the reply email message being checked manually for responses,
5. Automatic processing of reply email messages.
6. Automatic parsing of received email messages for information and loading the information into a database,
7. Managing an email message address list by automatically parsing inbound email messages that have been annotated to indicate a user's intention to unsubscribe or change an address,
8. In parsing inbound e-mail messages, identifying exceptions for manual processing,

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October 12, 2001

Date of Deposit

Signature

Lesley J. Arcidy

Typed or Printed Name of Person Signing Certificate

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Serial No. : 09/353,896  
Filed : July 16, 1999  
Page : 2

Attorney's Docket No.: 10246-007001

9. Advanced exception handling tools offered by Brightware, Kana.com and Mustang to enable handling of issues raised in inbound customer-service type email messages,

10. Applying natural language base processing rules outside of a limited set of key words to treat inbound customer service email,

11. The assignee of the present patent application sent text-based outbound messages making a single product offering on behalf of a client more than a year before the filing date, with no parsing or exception handling with respect to the inbound replies that contained a key word entered by a customer.

12. Use of EDI message exchanges to effect transactions.

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Respectfully submitted,

Date: \_\_\_\_\_

10/12/01



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